

Ecuador – Zamora

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Ecuador – Zamora GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Ecuador could include in a comprehensive tobacco control program.

The Ecuador – Zamora GYTS was a school-based survey of students in grades 1-3, conducted in 2001. A two-stage cluster

sample design was used to produce representative data for all of Zamora. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 89.9%, and the overall response rate was 89.9%. A total of 1314 students participated in the Ecuador – Zamora GYTS.

Prevalence

55.8% of students had ever smoked cigarettes (Male = 64.0%, Female = 46.8%)
 32.5% currently use any tobacco product (Male = 32.5%, Female = 28.6%)
 22.2% currently smoke cigarettes (Male = 26.6%, Female = 17.4%)
 19.5% currently use other tobacco products (Male = 21.5%, Female = 17.0%)
 21.0% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

26.3% think boys and 20.7% think girls who smoke have more friends
 13.7% think boys and 13.1% think girls who smoke look more attractive

Access and Availability - Current Smokers

23.5% usually smoke at home
 47.9% buy cigarettes in a store
 75.6% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

38.2% live in homes where others smoke in their presence
 58.8% are around others who smoke in places outside their home
 79.5% think smoking should be banned from public places
 62.8% think smoke from others is harmful to them
 44.6% have one or more parents who smoke
 16.3% have most or all friends who smoke

Cessation - Current Smokers

79.0% want to stop smoking
 66.1% tried to stop smoking during the past year
 75.7% have ever received help to stop smoking

Media and Advertising

73.4% saw anti-smoking media messages, in the past 30 days
 67.1% saw pro-cigarette ads on billboards, in the past 30 days
 66.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 11.5% have an object with a cigarette brand logo
 12.8% were offered free cigarettes by a tobacco company representative

School

54.4% had been taught in class, during the past year, about the dangers of smoking
 22.6% had discussed in class, during the past year, reasons why people their age smoke
 44.0% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 33% of students currently use any form of tobacco; 22% currently smoke cigarettes; 20% currently use some other form of tobacco.
- ETS exposure is high – 4 in 10 students live in homes where others smoke in their presence; 6 in 10 are exposed to smoke in public places; over 4 in 10 have parents who smoke.
- Over 6 in 10 students think smoke from others is harmful to them.
- 8 in 10 students think smoking in public places should be banned.
- Almost 8 in 10 smokers want to quit.
- Over 7 in 10 students saw anti-smoking media messages in the past 30 days; almost 7 in 10 students saw pro-cigarette ads in the past 30 days.